

Well Begun is Half Done: Developing Outcome Statements

Amy Harris Houk

Kathryn Crowe

University of North Carolina at Greensboro

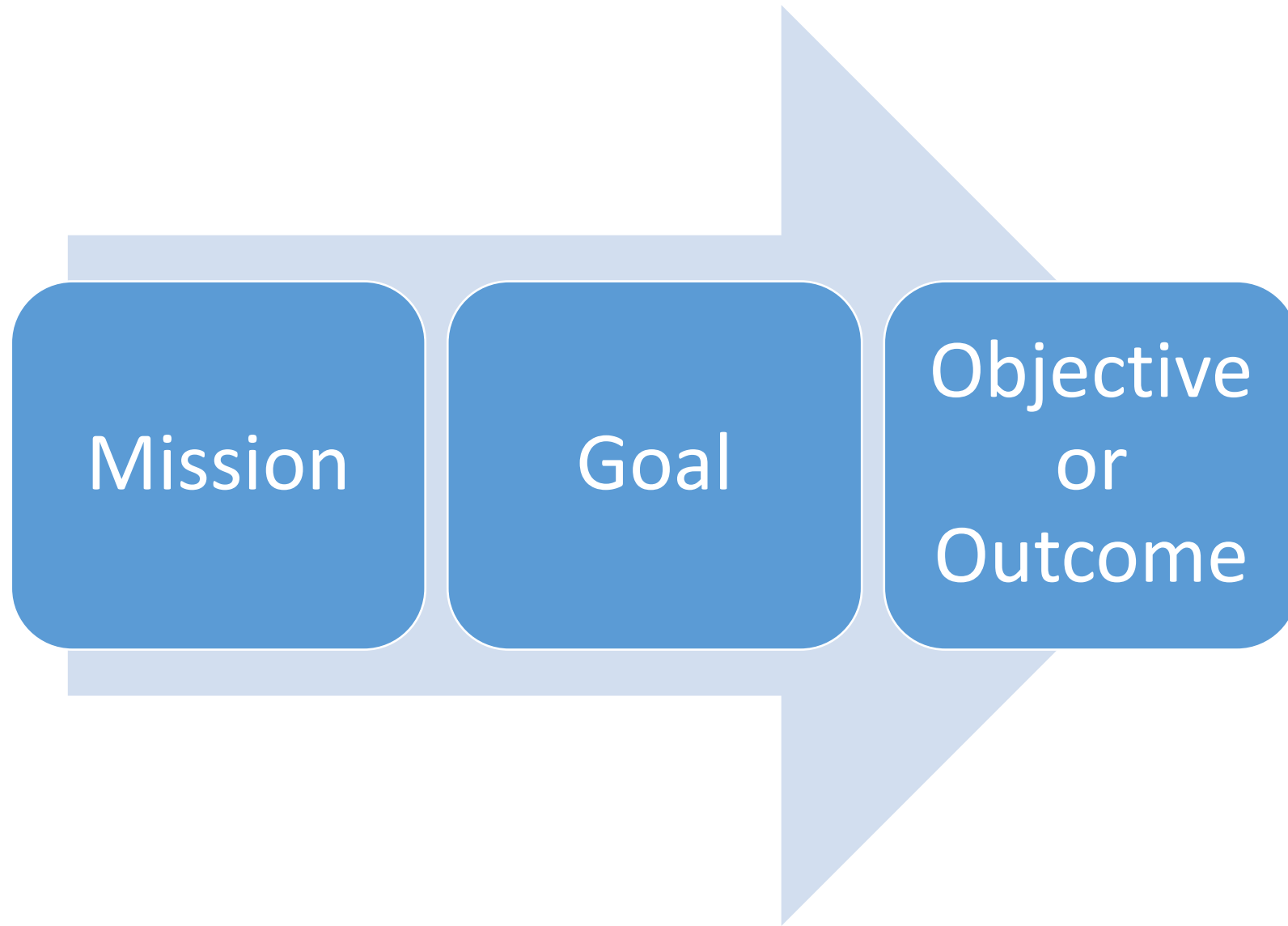
Empirical Librarian

February 9, 2015

Who Are You?

- What is your role in developing outcome statements (teaching, assessment, research, etc.)?
- What difficulties have you run into while creating outcomes?
- What would you like to learn today?

Mission, goal, outcome, huh?



What's the difference?

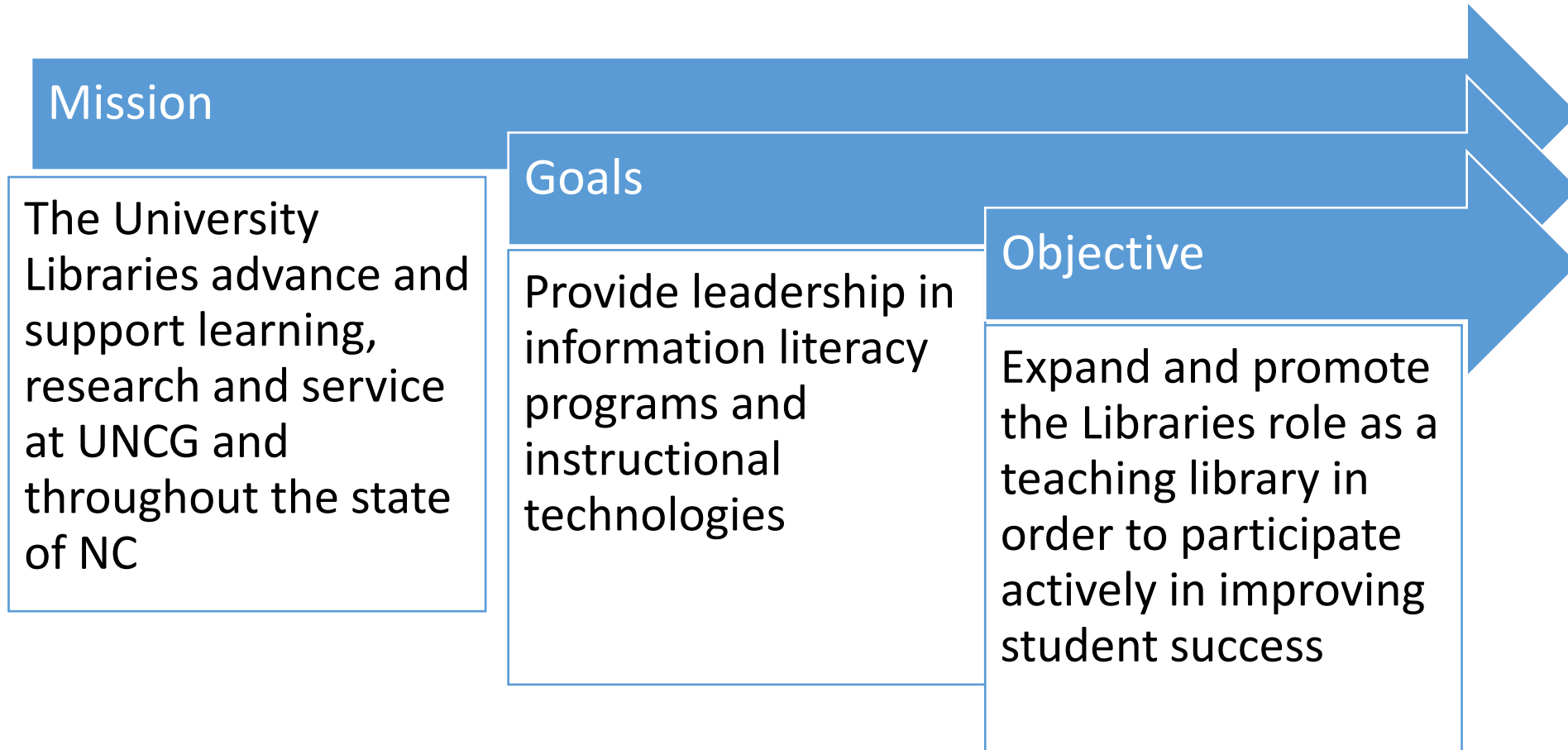
Mission and goals

- Big picture
- Not usually measurable
- Support and align with the larger organization:
 - College or university
 - Community

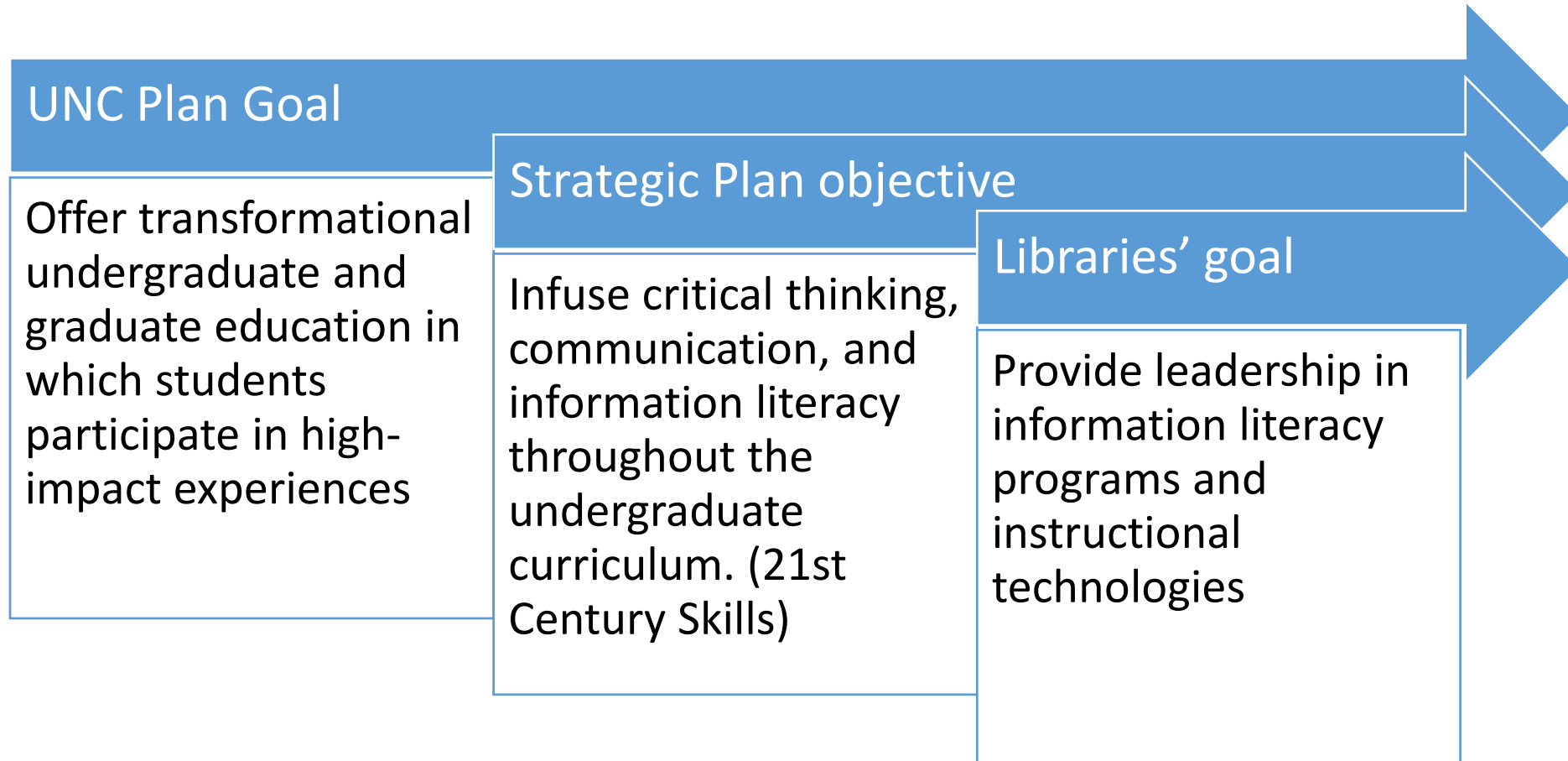
Objectives or outcomes

- Measurable or quantifiable
- Support and align with mission and goals

Progression



Supporting University strategic plan



Developing outcomes or objectives

- What do you want to *know* or *discover*?
- Pillar not activity
- Clear to stakeholders
- State *what* and *why*
- Strong, active verbs
- Inform assessment and research projects

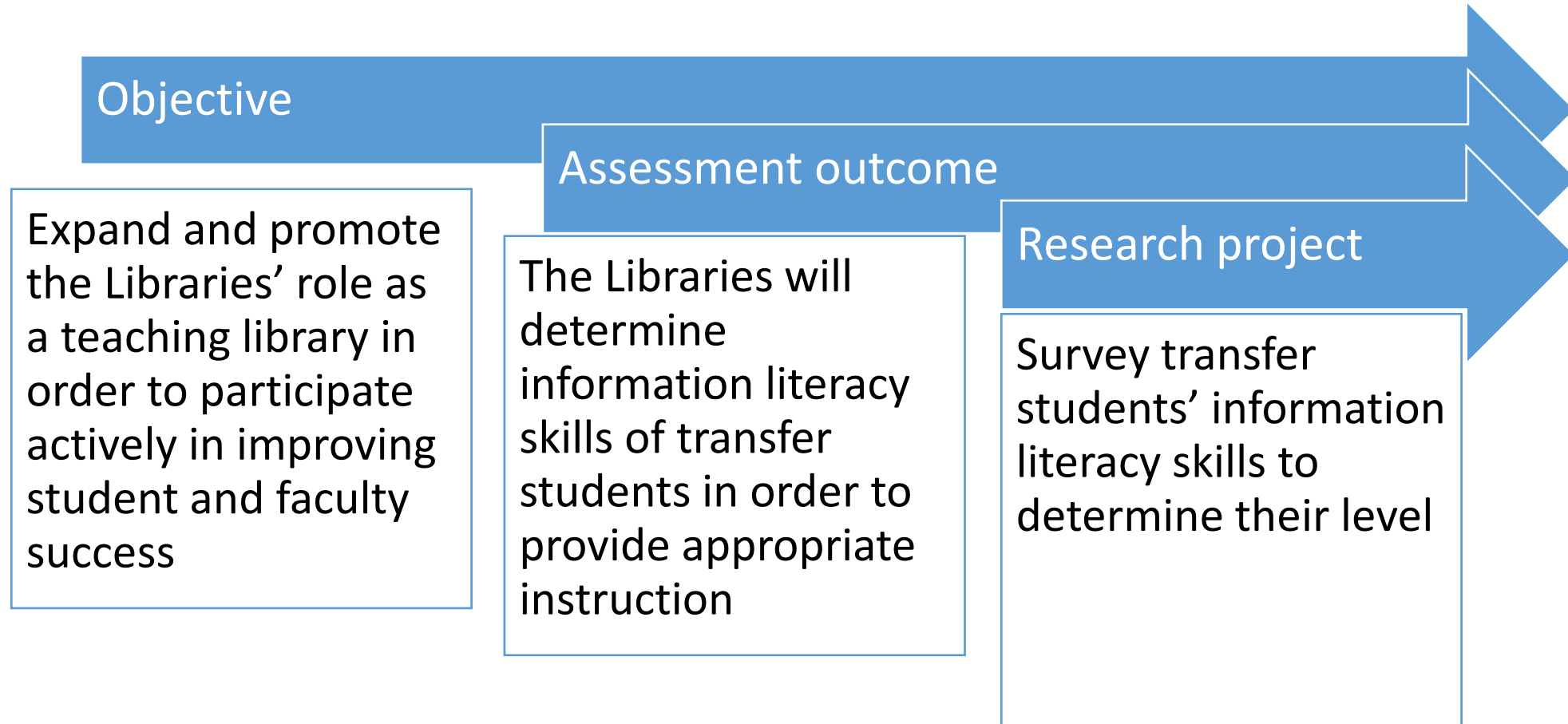
Strong active verbs set direction

- Apply
- Demonstrate
- Collaborate
- Develop
- Others?

Activity to outcome

- Offer scholarly communications workshops to faculty
- Develop systems and services in order to promote scholarly communication and open access initiatives

Outcome to assessment or research project



Formula for a Successful Learning Outcome

Verb Phrase	In Order To	Why
Evaluate websites for appropriateness as information sources	IN ORDER TO	choose resources that are relevant and credible.
Select verbs that are observable or measurable	“In order to” is a bridge between the ability and the rationale or application	Why explains the desired outcome

Adapted from “Student Learning Assessment Cycle” presentation by Lisa Hinchliffe at 2011 ACRL Assessment Immersion.

Let's Create an Outcome Together

This research project will survey librarians to find out if they incorporate data-driven acquisition into their collection work and how they do so.

How can we turn this research statement into a measurable outcome?

Writing Your Own Outcome

Take a few minutes to write an outcome using the scenario you brought or one of the ones on the handout using the formula. Then we will pair and share.

Sharing Your Outcome